

Competitor Research

Website: Prodrive Technologies

- a. Cookie Notice upon Website Access
 - i. As the cookie notice interrupts users' access to the website, this may lead to a website drop and a negative user experience for those who aim to access the site and their products immediately.
- b. Forms Accessible in the Products Page
 - i. The Contact forms of Prodrive are easily accessible on the products page, making it easy for users to contact sales on specialized products.
 - ii. The Forms also have a good CTA, 'Talk to our Experts.'
- c. Big Header
 - i. The big header and product information before the form takes up a lot of space, leading users to scroll down the page. This can lead to drop-off since some users find lengthy form formats frustrating.
- d. Direct to the Point Form Fields
 - i. The form of Prodrive Technologies is short and direct. The form only asks for the user's name, company, email, and product of interest, where the user found Prodrive, and the user's specific request.
 - ii. The form also has options for the newsletter, allowing users to tick if they want to.
- e. Privacy Policy on Another Page
 - i. Prodrive does not provide a link for their privacy and Policy in the forms; this forces user concerned with their privacy to manually look for the privacy policy on the website. Going back and forth between the forms and these policies may lead to drop off due to hesitation and description to form completion.
 - ii. Utilizing a separate page for both policies may burden users with easy access to what they need to know about their data. This is a significant obstacle for users with privacy issues using their personal information.
- f. Form Layout and Design
 - i. The form utilized short-form and long-form questions that give users the flexibility to express their inquiries effectively.
 - ii. The form utilizes boxes as answer fields; these boxes are near the color of the questions; only their outlines separate it in the background of the website
 - iii. The field questions also have red asterisks, allowing users to easily spot which fields are mandatory.
 - iv. The form also follows the website branding in terms of colors and font.
 - v. The CTA used was 'Submit,' also displayed in a different color, quickly catching the users' attention. However, the font size seems too small, and there is no evident interactive element in the button that may attract the users to submit or check out the button.
 - vi. The fields of the box also turn red once a mandatory field is left empty and the submit button is pressed, preventing the form submission unless the user fully completes it.

Website: Teledyne Dalsa

- a. Cookie Notice upon Website Access
 - i. As the cookie notice interrupts users' access to the website, this may be an 'initial point of friction' that may lead to a website drop and a negative user experience for those anticipating quick website access.
- b. Lengthy Form with Complicated Details
 - i. The form provided by Teledyne is lengthy in terms of the number of fields it requests the users to fill out. It also requires deeper and more detailed information from the users, such as their address (which includes their country and detailed street address), existing distributor, and organization, which users may find excessive for a general inquiry form.
 - ii. The addition of these extra fields may take them longer to fill out and complete the forms.
- c. Automatic Newsletter Option
 - i. Even before form submission, the newsletter option for the contact form is already ticked, and users may perceive this as 'intrusive' as other users are not interested in newsletter updates, especially for their business and personal emails.
 - ii. The additional step to un-tick this option may lead to users' reluctance to submit their forms.
- d. Forms not found on the Product Page
 - i. The additional steps to find the forms within the website instead of accessing them after a product preview may disrupt the users' product browsing flow. Hence, users may abandon their inquiry process as most of their expectations are the product page contact forms.
- e. Small Notice on Privacy Policy and Cookie Policy
 - i. Teledyne provides a small notice about their privacy and cookie policy below the submission button. Clicking this policy for users with privacy and trust concerns will lead them to a new page. Going back and forth between the forms and these policies may lead to drop off due to hesitation and description to form completion.
 - ii. Utilizing a separate page for both policies may burden users with easy access to what they need to know about their data. This is a significant obstacle for users with privacy issues using their personal information.
 - iii. Additionally, Teledyne's forms do not have an auto-save feature; hence, finishing the form and then clicking these policies will result in users having to repeat the fill-out process of the forms.
- f. Form Layout and Design
 - i. The Form Layout involves short form questions that users may fill-out.
 - ii. The spaces with the boxes are enough for people to access and answer the forms smoothly. The spacing between two questions are also effectively placed so users know what's next to fill out.
 - iii. The colors of the field and CTA are also aligned within the branding and design of the company and their website hence it is neat and appealing to the users that fill out the form.

Website: Vieworks

- a. Easy Website Access
 - i. Users of the Website can easily visit and check the website as there are no cookie policy pop-up that is present during their browsing flow.
- b. Forms not Found in the Main Page/Header Tab
 - i. Users that immediately looks for the form may get lost in the website as the forms are found within another page that solely feature their product line for a certain category.
 - ii. The extra step in finding the forms may lead to user frustration hence may lower their inquiry rate from their forms.
 - iii. There are also no forms found in their products preview but rather specifically found in the Customer Support Section of a certain general product category.
- c. Straight Forward Form with Enough Options
 - i. The forms provided by Vieworks are a mix of multiple choices, short-form and long-form questions. This gives options and specificity in users' messages when filling out their forms.
 - ii. The forms also feature an 'attachment file' option maximizing the opportunity for users to put out their inquiry/message for the company.
 - iii. The forms also simply ask general questions for their users and a short background about the organization or company that they are involved and the country where they are located.
- d. Privacy Policy's Own Section
 - i. Within the form, their privacy and policy have their own section before submission, hence this gives the user to scroll through their privacy clauses and understand it fully before submitting the form.
 - ii. The attachment of the privacy policy in a separate scrollable box is beneficial for people who are through with the usage of their personal information. This prevents lapses before the submission of the form.
- e. Form Layout and Design
 - i. The form was layout effectively utilizing multiple choices to specify the need of the form while adding message box to give room for explanation for the users that aim for inquiries.
 - ii. The form follows the site branding, especially in terms of font and color. But their design is different as no box is present in the form but only a line under the questions.
 - iii. The CTA button is also at a different color allowing it to be easily seen by users that aim to create an inquiry in the website.

Website: Emergent Vision Technologies

- a. Easy Website Access
 - i. Users of the Website can easily visit and check the website as there are no cookie policy pop-up that is present during their browsing experience.
- b. Forms Easily Accessible
 - i. The Forms of the Website is both Accessible in the Header in the 'Contact' Tab and at the Footer of the Website below the Contact information of the company.
- c. Direct to the Point Form Fields
 - i. The form of Emergent Vision Technologies is relatively short and direct. The form only asks for the email, name, company, phone, country and the main message of the user.
 - ii. The form also has two options for the newsletter allowing users to tick if they want to receive newsletter updates based on their preferences.
 - iii. The direct format of the form allows the page to have a small scroll time.
- d. Contact Information found in the Form
 - i. The contact information of the company is also found while filling out the form, which gives opportunity for users to save it for their future reference and use.
- e. No Privacy Policy and Cookie Policy
 - i. There is no evident privacy policy or cookie policy in the form. This may be essential for users who are concerned on how their personal information will be stored and used after filling out the form.
- f. Form Layout and Design
 - i. The form utilized short form and long form questions that gives users flexibility to express their inquiries effectively.
 - ii. The form utilizes box as answer fields, these boxes are of different color immediately separating it in the background of the website
 - iii. The form also follows the website branding in terms of colors, and font.
 - iv. The CTA used was 'Contact Us' and it is also displayed at a different color easily catching the focus of the users. However, no evident interactive element in the button that may attract the users to submit or check-out the button.

Website: Hikrobot

- a. Easy Website Access
 - i. Users of the Website can easily visit and check the website as there are no cookie policy pop-up that is present during their browsing experience.
- b. Forms not found on the Product Page
 - i. The contact forms are not available during product preview browsing this can lead to users getting frustrated when they have inquiries that they cannot send due to lack of contact forms exposure and accessibility.
 - ii. Contact Forms are not directly seen in the header tabs as it is under the About Us Category, which can often be overlooked by users who seeks contact information from product pages.
- c. Complicated Detail Field
 - i. Although the form is straight forward, the form asks for more details about the person and their company by asking their business line, company, and job title. This can take extra effort from the user especially those with only small business or start-ups.
 - ii. Additionally, some users may find these information irrelevant leading to drop-offs.
- d. Straight to the Point Fields
 - i. All of the fields are in short form answer apart from the message box, this can encourage users to quickly accomplish the form.
- e. No Privacy Policy and Cookie Policy
 - i. Based on the whole forms the company only provides contact information but there is no evident privacy policy or cookie policy in the form. This may be essential for users who are concerned on how their personal information will be stored and used after filling out the form.
- f. Form Layout and Design
 - i. The form utilized short form and long form questions that gives users flexibility to express their inquiries effectively.
 - ii. The form utilizes box as answer fields, these boxes are near the color of the questions; only its outline separate it in the background of the website.
 - iii. The field questions also have red asterisk allowing users to easily spot on which field are mandatory.
 - iv. The form also follows the website branding in terms of colors, and font.
 - v. The CTA used was 'Submit' and it is also displayed at a different color easily catching the focus of the users. However, no evident interactive element in the button that may attract the users to submit or check-out the button.
 - vi. The fields of the box also turn red once a mandatory field is left empty and the submit button is pressed, this will prevent the submission of the form unless it is fully completed by the user.

Website: Daheng Imaging

- a. Easy Website Access even with Cookie Policy and Privacy Policy
 - i. Users of the Website can easily visit and check the website even with a cookie policy and privacy policy notice since it is placed as the footer of the website.
 - ii. Instead of a pop-up that holds the browsing experience of the client, the policy is displayed and locked at the bottom of the screen until closed or accepted by the user.
- b. Forms not found on the Product Page
 - i. The contact forms are not available during product preview browsing this can lead to users getting frustrated when they have inquiries that they cannot send due to lack of contact forms exposure and accessibility.
 - ii. Contact Forms are placed in relevant tab which is under the 'Support'.
 - iii. There is also a separate form for a general sale inquiry of the user.
- c. Straight to the Point Fields
 - i. All of the fields are in short form answer apart from the message box and the dropdown product category, this can encourage users to quickly accomplish the form.
 - ii. The forms also only ask relevant information such as name, contact number, company, email, country, and the product of interest.
 - iii. The forms also have an option for proper suffixes which can improve how the company addresses their consumers based on their suffix preferences.
- d. No Privacy Policy and Cookie Policy
 - i. There is no evident privacy policy or cookie policy in the form apart from the one featured from the start of the.
 - ii. The presence of privacy policies in the forms may be essential for users who are concerned on how their personal information will be stored and used after filling out the form.
- e. Form Layout and Design
 - i. The form utilized short form and long form questions that gives users flexibility to express their inquiries effectively.
 - ii. The form features a big picture design beside the form showcasing the idea of partnership, collaboration, or support which may encourage users to fill-out the form.
 - iii. The form is also separated from the background by its own form box that is darker in shade than the background
 - iv. The form utilizes box as answer fields, these boxes are the same color of the questions;
 - v. The field questions also have red asterisks, allowing users to easily spot which fields are mandatory.
 - vi. The form also follows the website branding in terms of colors and font.
 - vii. The CTA used was 'Submit', which was also displayed in a different color, quickly catching the users' attention. However, no evident interactive element in the button that may attract the users to submit or check out the button.
 - viii. A message pops out upon submission when a mandatory field is left empty. This also prevents the form submission unless the user fully completes it.

Summary

Observed Trends from the Websites:

- a. Simple Fields
 - i. Other companies, like Prodrive Technologies, Viewworks, Emergent Vision Technologies, Daheng Imaging, and others, have short and crisp contact forms that contain only the most pertinent information. These mainly comprise fields like name, email, company, and core message. Some non-essential fields or drop-downs allow users to be precise whenever needed, but these are never excessive.
- b. Contact Forms Placement
 - i. Contact forms are placed immediately in contact and are not commonly seen on the products page. Some are found buried in the header, footer, or contact or support sections specific to contacts. Product pages containing direct forms could improve the conversion rates of inquiries and sales, such as those found on the Prodrive Technologies Website.
- c. Location of Privacy Policy/Cookie Policy
 - i. More often than not, privacy and cookie policies are hidden away in the footers or moved onto another page therefore, users are forced to make more clicks than they should if they wish to view such sensitive policies, which tend to turn off privacy-responsible users. Companies such as Teledyne and Viewworks incorporate an overview of the policies and a short-scrolled box within the form so that users do not scroll away from the page for the policy review.
- d. Brand consistent but very Simple Style
 - i. These forms are generally simple as they use standard fonts and plain colors that match the brand image some companies like Teledyne and Daheng Imaging separate form fields visually from the rest of the page with contrasting boxes or background shades to enhance readability and navigation.
- e. CTA and Button Design
 - i. All companies use a single, color-contrasted CTA (e.g., "Submit" or "Contact Us"), which aligns with their brand colors for visibility. However, buttons often lack interactive elements like hover effects, which could increase user engagement.
- f. Error Handling and Guidance
 - i. Forms generally include inline validation and error messages. Companies like Prodrive Technologies, Hikrobot and Daheng Imaging use red asterisks to highlight required fields, and error prompts appear if mandatory fields are left blank, ensuring users complete the form before.